



County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION • LOS ANGELES, CALIFORNIA 90012
(213) 974-1101
<http://cao.co.la.ca.us>

DAVID E. JANSSEN
Chief Administrative Officer

December 16, 2004

To: Supervisor Gloria Molina, Chair
Supervisor Yvonne B. Burke
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: David E. Janssen
Chief Administrative Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

**QUARTERLY REPORT - THE LOS ANGELES GRAND AVENUE AUTHORITY
SECOND QUARTER REPORT, FISCAL YEAR 2004-05**

The Los Angeles Grand Avenue Authority (JPA) was created by the County and City of Los Angeles Community Redevelopment Authority in order to further the development of property owned by the two entities on Grand Avenue and First Street and the completion and renovation of the County Mall. The Board has directed that we report quarterly on the activities of the JPA.

IMPLEMENTATION PLAN

While the JPA Board did not meet in the second quarter, the Exclusive Negotiation Agreement (ENA) between the Grand Avenue Committee (Committee) and the Related Companies (Developer) was finalized effective September 15. The Committee is the contract negotiator for the JPA which is charged with negotiating with the Developer. The ENA agreement gives the Developer six months to produce an Implementation Plan acceptable to the Committee.

The Implementation Plan is made up of four deliverables, which include the following:

- Development Plan: pre-schematic designs, description of program uses, phasing plan, scope of work and schedule.

Each Supervisor
December 16, 2004
Page 2

- Infrastructure Plan: description of engineering required and a detailed analysis of infrastructure needs including circulation, traffic and parking. Analysis shall include a phasing and financing plan and review of environmental issues.
- Business Plan: description of the financial and organizational characteristics of the project to support negotiation of the business deal.
- Term Sheet: sets forth essential terms and framework of the business transaction.

The Committee hopes to receive the Implementation Plan by March of 2005.

COMMUNITY OUTREACH

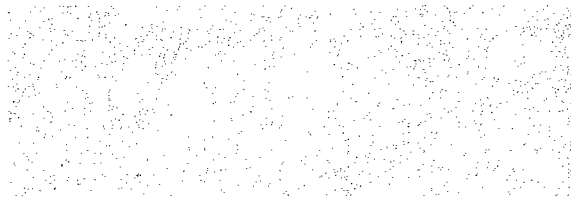
The Developer has held a series of community outreach sessions throughout the Los Angeles area to share and solicit ideas for the Grand Avenue Project. The six initial sessions offered an opportunity for community members to learn about the project and offer input. Once preliminary plans have been prepared, follow up sessions will be held where the community will have the chance to comment further. In order to reach a broad audience, sessions were held in Downtown Los Angeles, South Los Angeles, East Los Angeles, West San Fernando Valley, East San Fernando Valley and Hollywood. Attached is a summary of the ideas which emerged from the sessions regarding the activities, uses and vision for the project posted on the Grand Avenue Committee website.

Please call me, or have your staff contact John Edmisten of my staff at (213) 974-7365, if you would like further information about the JPA's activities.

DEJ:JSE:i/h

Attachment

c: Executive Officer, Board of Supervisors
County Counsel


[PROJECT OVERVIEW](#)
[PRINCIPLES](#)
[CALENDAR](#)
[IDEAS](#)
[CONTACT](#)

IDEAS

[back to P](#)

Posted December 10, 2004

The first series of public outreach sessions were held in October and November in various communities throughout Los Angeles to solicit ideas for the Grand Avenue project. Participants viewed a presentation outlining the ten key [design principles](#) for the project. In discussions following the presentation, ideas emerged regarding the activities, uses and vision for the project and are compiled into the four categories listed below:

Overall Vision | The Park | The Parcels | The Street

OVERALL VISION

- Make it truly urban
- Create something unique to Los Angeles
- Reflect the diversity and culture of Los Angeles
- Be bold!
- Include an icon in the design like the Eiffel Tower or the Barcelona Fish
- Make it green
- Include many different types of activities
- Make it a world class destination
- Don't duplicate Hollywood
- Bring a human scale to Grand Avenue
- Make it worth a trip, especially with our traffic
- Don't make it fake or themed
- Appeal to families, seniors, and teen-agers
- Make it pedestrian friendly and transit orientated
- Link to other Downtown districts and other attractions in Los Angeles
- Create a 24/7 environment
- Incorporate high quality design throughout
- Attract downtown workers to stay after-hours
- Help integrate the various buildings along Grand Avenue into the urban fabric
- Create both a local and regional destination

[back to top](#)

THE PARK

- Create places to sit, relax, and hang-out
- Design a large lawn for gatherings
- Provide good maintenance and security
- Create shaded areas with large trees Incorporate interesting water features
- Include well maintained restrooms and drinking fountains

DESIGN PRINCIPLES

1. Make "Grand Avenue" a Destination
2. Make a Place for Everyone
3. Create an Active Public Realm
4. Provide Diverse Living Options
5. Connect Neighborhoods
6. Make a Big Impact Day One
7. Integrate a Mix of Uses
8. Emphasize Pedestrians and Transit
9. Add Cultural and Entertainment Us
10. Capitalize on the Climate



- Enlarge the park by relocating the existing Hall of Administration and Courts buildings
- Create an important design feature within the park
- Include user friendly public art
- Incorporate native plants and seasonal gardens
- Include amenities for children
- Create a beautiful garden

Suggested uses for the park include:

- Sculpture garden
- Jogging path
- Community meeting areas
- A skate park
- Ice rink
- Picnic areas
- Place for pets
- Chess tables
- Flexible recreation spaces
- Space for active recreation

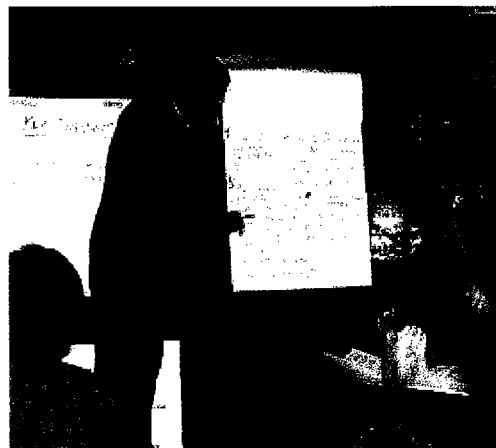
Ideas for special events at the Park include:

- New Year's Eve celebration
- July 4th
- Mardi Gras festivities
- Cultural festivals
- Concerts
- Outdoor theatre
- Children's programs
- Outdoor movies
- Jazz festivals
- Art exhibits
- Holiday celebrations
- Political protests
- Official ceremonies
- Sports championship celebrations
- Parades
- Outdoor film festivals

[back to top](#)

THE PARCELS

- Create active street fronts
- Integrate retail with outdoor areas
- Design buildings that are inviting and accessible from the street
- Provide affordable parking options
- Maintain views of City Hall and Disney Concert Hall
- Have excellent architecture
- Provide a mix of retail for various income levels
- Include lounges and restaurants with indoor and outdoor spaces
- Have stores that are entertaining
- Use responsible contractors and subcontractors
- Include cultural venues
- Provide a mix of housing types for different income groups
- Include boutiques that feature local fashion designers
- Make it trendy and stylish



- Capture views of downtown with rooftop gardens, bars and restaurants
- Include high-tech stores and theatres
- Use terraced walkways to deal with the steep elevation change

Suggested uses include:

- Bookstore
- Farmers markets
- Grocery store like Whole Foods
- Local vendors
- Ethnic eateries
- Many types of restaurants
- Bowling alley
- Movie theatres
- Sports bar
- Art studios and galleries
- Cultural facilities
- Non-profit community space
- Local fashion retailers
- Comedy club
- Jazz club
- Hardware Store
- Hair Salon
- Fitness Center/Gym
- Apple Store
- Sony Store
- Clubs
- Day care
- Lots of Housing
- Educational facilities

[back to top](#)

THE STREET - ACCESS AND CONNECTION

- Connect to the historical shopping and theatre district along Broadway
- Create a pedestrian friendly streetscape
- Have a shuttle system to connect with Staples Center and LA Live!
- Emphasize the metro portal
- Connect with existing public transportation networks
- Provide wide sidewalks with plenty of shade
- Take advantage of the subway
- Provide better links to the existing housing on Bunker Hill
- Remove the center median along Grand Avenue
- Establish important links along First and Second Streets
- Include signage both to and throughout the project
- Include secure bike racks
- Provide loading areas for tour buses and trucks
- Create a unique street identity for Grand Avenue

[back to top](#)

[back to Principles page](#)

[Privacy Policy](#)

